

Master Data Management

Harmonize disparate data to enable faster, more precise decision making across the enterprise

Address common industry challenges



Changing profit drivers



Payer and provider demands



Digitalization as a top business priority



Increasing complexity and self-managed data costs

Create a unified and connected view of enterprise data

IQVIA Master Data Management enhances industry-leading cloud platforms with unparalleled data, deep life sciences expertise, and implementation excellence to enable faster, more precise decision making. It centralizes, consolidates, and governs data across domains to provide the decision intelligence needed to improve omnichannel engagements, ensure regulatory compliance, and drive business agility.

PURPOSE-BUILT FOR LIFE SCIENCES, A CONSOLIDATED AND HARMONIZED DATA REPOSITORY

Simplify IT infrastructure

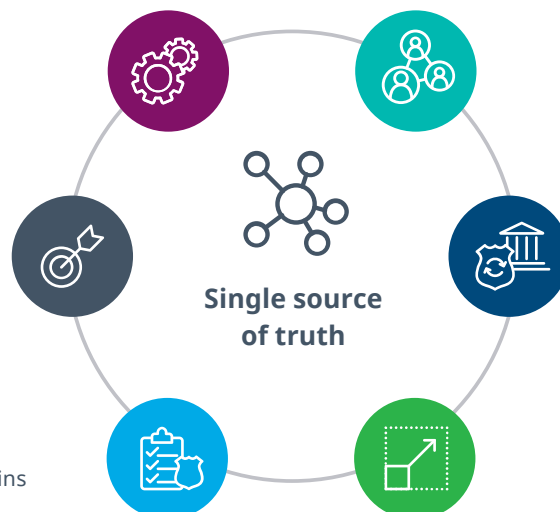
Integrate seamlessly with our product ecosystem and common business applications

Accelerate time-to-insights

Start fast with a life sciences data model and pre-built connectors

Gain 360° views

Unify disparate data across customer, product, payer, and organizational domains



Improve data governance

Pre-built integration with IQVIA data sources and configure-ready data steward services

Minimize compliance risk

Reduce manual processes, safeguard data access, and leverage granular audit trails

Ensure implementation success

Rely on our global implementation experience to drive consistent processes, and change management worldwide

Maximize business impact with multi-domain harmonized data

ACHIEVE CUSTOMER INTELLIGENCE	Drive personalized, coordinated omnichannel experiences with HCPs using data on their behavior and interactions
PROMOTE COLLABORATION	Bridge data siloes to create transparency across departments and business partners using the same version of truth
INCREASE BUSINESS AGILITY	Respond to evolving user, market, and business needs leveraging integrated data to generate timely, trusted insights

Achieve a golden record of data to generate actionable insights



Ensure compliance with regulatory and contractual obligations



Enable predictive analytics with well-managed data



Drive implementation excellence with data experts

Benefits of IQVIA MDM solution



Purpose-built for life sciences, faster deployments, and improved efficiencies



Service-enabled with pre-built connectors and configure-ready data steward services



Optimize channels across the connected and integrated ecosystem



Seamless updates for balancing governance and agility with clients' evolving business